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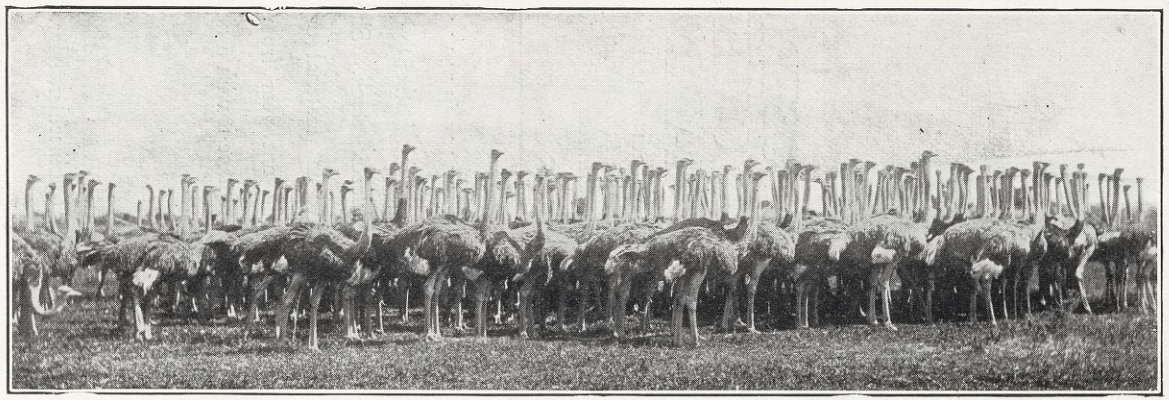
# South Pasadena Ostrich Farm

THE CUT RATE PLACE

*We Sell for LESS and We Sell the BEST*

1001 Sycamore Avenue

South Pasadena - - - - California



One of Our Sources of Supply

Ostrich a Week Old—Decorated Ostrich Egg and Chicken Egg

# GREATEST OSTRICH FEATHER OFFER EVER MADE

We make and repair feathers—sell direct; sell the best, and not only make *this special offer,* but will give a *written legal guarantee.*

## Read the Guarantee:

.....191

We guarantee this feather to be made of the best selected stock. Should it prove defective in material or workmanship within one year from above date we will replace it with a new one.

$.....

**South Pasadena Ostrich Farm**
By D. R. Hirschler, Mgr.

You take no risk—
We sell direct and have no agents.

**South Pasadena Ostrich Farm**
1001 SYCAMORE AVENUE
SOUTH PASADENA, CAL.

# Special Sale of Ostrich Plumes

Buy your Ostrich Feathers NOW, while you can save several almighty dollars on the finest Ostrich Feathers in the world. We sell the best and sell for less than milliners and feather stores.

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## We make and sell the Best Feathers in the World

## We sell for less

## Satisfaction or Money Back

These are the three foundation stones of our success. Upon these rocks we stand. Judge us by these tests.

C. O. D. orders amounting to $10 or more will be shipped with privilege of examination, if $2.00 accompanies the order, to insure return charges. We pay for sending package—you for the return charges of balance due us. But C. O. D. gains you nothing, as we guarantee satisfaction or money back.

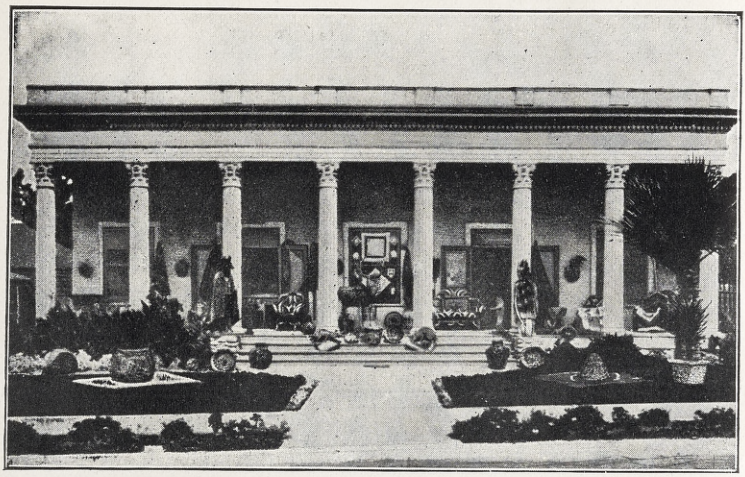
Send money order, draft, or stamps for sums less than $1.00. Do not send personal check.

We refer to Bradstreet or Dunn, or any bank in Los Angeles or Pasadena.

**South Pasadena Ostrich Farm**

1001 Sycamore Ave.
South Pasadena, Cal.

WE DELIVER FREE



## One of Our Factory Buildings

This SPECIAL OFFER is made to extend our acquaintance, to attract new customers, to advertise our Ostrich Goods and add to our volume of business.

OUR REGULAR PRICES are lower than those charged by retail stores throughout the country. We aim to sell direct from California at about what the average milliner pays for the same quality at wholesale.

NO TRASH. We don't produce inferior grades of ostrich goods, but we quote prices herein that look far too low for good quality, and you might think we are indulging in the popular trashy stuff so commonly advertised in the women's papers. Not so. We give you a quality that will satisfy you, or we'll send your money back upon receipt of your feather.

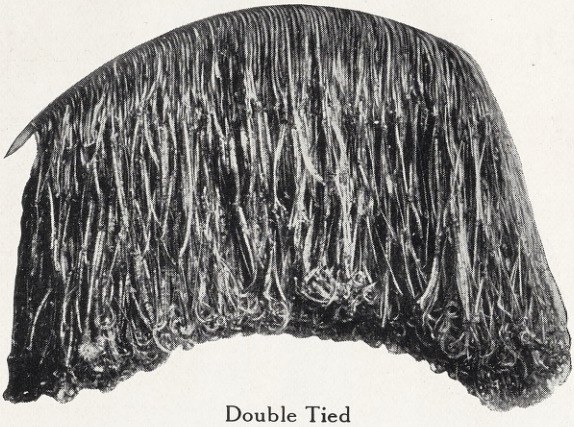
Don't be persuaded into thinking that a cheap feather can be as good as a higher priced one. The quality of an ostrich feather depends first upon the anatomical location in which the feather grew, and the sex of the bird. The outer row of white plumes on the wings are the highest priced, and they are the best. These are the feathers which are used in the finest plumes. It is possible to build up a plume with inferior stock and make it look all right to the casual observer, but after the feather has been in use for a season, it will be dilapidated.

The all-black feather from the male wing is of excellent quality but smaller and different in shape. The white tail feathers, while of good quality, are not suitable for plumes, because of their shape and size. It is not advisable to purchase what are commonly called bargain-counter plumes and tips. We assure our patrons that we give the best values that can be obtained, and the raw stock which enters into our plumes is of the best grades possible to use in feathers to sell at our regular prices.

The SPECIAL PRICES quoted herein will be found much lower than the same qualities ordinarily sell for.

We deliver free.

# WILLOW PLUMES



Double Tied
16 Inches Long

## The Popular Willows at the Prices of the Ordinary Plumes.

## "As broad as it is Long." Some are Broader.

The beautiful and graceful effect of the tied or willowed plume is well known, and very popular. Only the very best feathers can be used. Ours are not pasted together, but each flue carefully hand tied. The plume in the picture is an especially good value at the price of $14.75. Only in solid black and white. Order this plume—it will please you.

No. 816—Like cut above—16 in. long. . . . $ 7.00
No. 820—17 to 19 inches long. . . . . 9.00
No. 821—Same as above, 19 to 21 in. long. 13.50
No. 822—Still larger. . . . . $17.50 and 19.50

"South Pasadena Ostrich Farm" is a guarantee for quality and price.

These are SPECIAL PRICES.

# California Special

# Our Extra Broad Stock

Nothing Finer Made

Nothing wider grows.

This is the feather that supplies the needs of those who want extra width but do not want a Willow plume.

This cut only shows the head of the feather. The heads are especially large, long and drooping and exceedingly fashionable this season. In fact, it will be hardly possible to supply the demand, as only a few of the very finest feathers that grow are so exceptionally broad. This supplies the demand for the very broadest flowing effect, so well exhibited in the willow, without being in reality a willow plume. It supplies the demand of the most fashionable.

Black or White.

No. 949—13-inch, very broad . . . . . $ 6.75
(Buy this; it's a beauty.)

No. 950—15-inch, very broad . . . . . 7.50
No. 951—17-inch, very broad . . . . . 10.75
No. 952—19-inch, very broad . . . . . 15.00
No. 953—21-inch, very broad . . . . . 22.50
No. 954—23-inch, nothing finer made . . . . . 27.50

# Special Wing Plume $5.00

No. 617—16 to 17 in., Black or White.

This is a special value, and a plume which ordinarily sells in California at $7.00, and may be priced from $7 to $12 in the ordinary millinery parlors. It is a fact that many plumes are sold for $12 which are no better. This is a first quality wing plume, thick, fluffy, hard flue, rich, glossy fibre, broad and heavy. The length is 16 to 17 inches. We never trim feathers off to any specific size, but use them exactly as they grow, and these will range from 16 to 17 inches. Anyone who orders this plume will get a magnificent bargain, and a plume which will be an heirloom and can be used for years.

Satisfaction or money back.

Black or white only . . . . . $5.00
No. 619—Same as above, 18 to 19 in . . . . . 7.00
No. 621—Same as above, 20 to 21 in . . . . . 9.85

We deliver free.

# Ostrich Feather Tips

In bunches of three. These are very popular. They are rich, glossy, nicely curled and give absolute satisfaction.

| | |
|---|---|
| No. 1—8-inch, bunch of three | $1.35 |
| No. 2—9-inch, bunch of three | 1.75 |
| No. 3—10-inch, bunch of three | 2.75 |
| No. 4—10-inch, broader and finer | 3.75 |

Send remittance in full for all repair work. We prepay return charges. Write full name and address on the wrapper and also inside the box. Your letter of instructions should contain remittance.

For special work write us clearly and we will advise as to prices, etc.

Send us your old ostrich feathers. Don't delay by writing first. We will then advise you what can be done with them. We must see them first.

# These Plumes are of Extra Width and Graceful Sweep

They are exquisitely beautiful, the delight of every woman, valued like a diamond ring. The stems are strong, the heads heavy, fluffy, full of life and luster, and will last for years, and will give you absolute satisfaction.

| | | |
|---|---|---|
| No. 900 | 15-in.—our selected—special price | $ 4.50 |
| No. 901 | 17-in.—our selected—special price | 6.75 |
| No. 902 | 19-in.—our selected—special price | 9.75 |
| No. 903 | 21-in.—our selected—special price | 14.50 |
| No. 904 | 24-in.—our selected—special price | 17.50 |

Send us your old feathers to repair.

Satisfaction or money back.

We deliver free.

# Our Plume Leader

Extra Special Price

## $2.95

No. 417—This is the best plume ever sold for the price; 16 to 17 inches long, excellent quality, beautiful, lustrous black or pure white. If you want a medium-sized plume that will be durable, lasting and capable of re-making, send an order for this number. We do not claim it to be as good as the better grade advertised herein, but it is worth more than the price. This grade usually sells for $4 to $5. It is advisable to order three or four of these while you can get them at this price. We want our customers to be thoroughly satisfied, and we are making an extra good offer prepaid for $2.95.

No. 419—Same as above, 18 to 19 in. . . . . $3.95

# Demi Plumes

Good glossy plumes in black only, worth about double our special prices.

No. 313—13 inches long. . . . . $1.50
No. 314—14 inches long. . . . . 1.75
No. 315—15 inches long. . . . . 2.00

Satisfaction or money back.

# HAT BANDS

These bands we make of the best male stock, nicely curled so as to cover the quill. They have a very graceful appearance. They are very fashionable this season.

No. 201-B—24 in. long . . . . . $1.75
No. 202-B—24 in. long; wider . . . . . 3.00
No. 203-B—24-in. long; about 7 in. broad . . 4.50
No. 204-B—36-in. long; medium width . . . . 1.85
No. 205-B—36-in. long; 5 in. wide . . . . . 4.50
No. 206-B—36-in. long; 6 1-2 to 7 in. wide . . 6.75
No. 207-B—36-in. long; very broad; a beautiful creation . . . . . 9.00

These come at the above prices in black and white, or solid colors. The natural gray is very popular at prices quoted. Order one of them. You will be delighted. We prepay delivery.

# SELECTED STOCK

We Deliver Free

Satisfaction or Money Back

Every one a male feather selected with the greatest care

Upon this feather we have built our reputation.

IT IS MAGNIFICENT.

## THE BEST THAT CAN BE PRODUCED.

Will last for years and can be re-curled again and again.

## These Plumes are of Extra Width and Graceful Sweep

They are exquisitely beautiful, the delight of every woman, valued like a diamond ring. The stems are strong, the heads heavy, fluffy, full of life and luster, with a broad flowing effect, far superior to the willow plume.

After years of wear our feathers may be worked over into bands, boas, etc., or may be retopped with one of our fine, new feathers and be made fit for a queen to wear.

Order one of these—you may return it and get your money back if you are not absolutely satisfied.

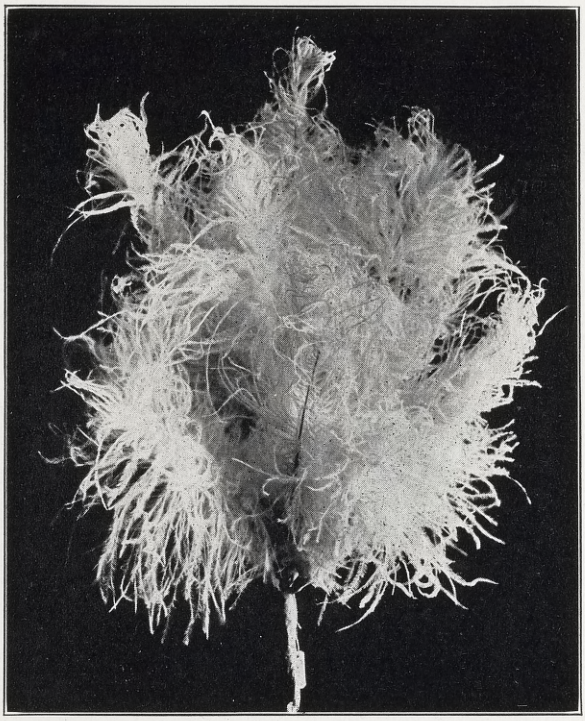
## Selected Stock

| | |
|---|---|
| No. 900—15-inch—selected—special price . . | $ 4.50 |
| No. 901—17-inch—selected—special price . . | 6.75 |
| No. 902—19-inch—selected—special price . . | 9.75 |
| No. 903—21-inch—selected—special price . . | 14.50 |
| No. 904—24-inch—selected—special price . . | 17.50 |

Send us your old feathers to repair. They can be made to look like new.

Satisfaction or money back.

We deliver free.



# Desdamona

These are very reasonable in price. Just the thing for this season's hats and sell very fast.

No. 1001 - - - - - 75 Cents.

Postpaid

They come in all colors.

Satisfaction or Money Back

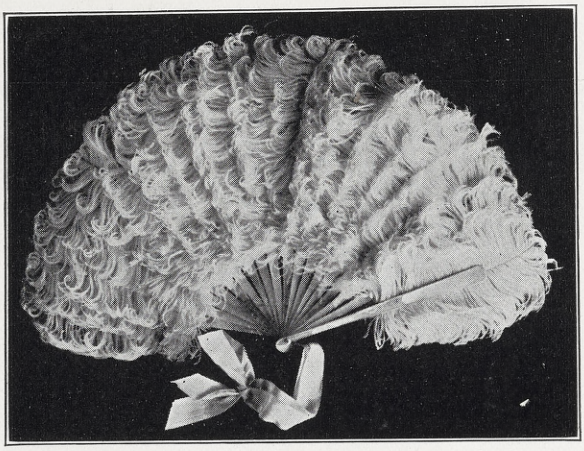
# The Duchess

This is a beautifully shaped bunch of Ostrich Feathers, 19 inches long in black or white. The cut above does not show the beautiful shape from the side. These feathers can be separated and used singly.

It is one of the latest novelties.

The Duchess---bunch of three, 19 inches long . . . . $10.75

WE DELIVER FREE



# SPECIAL SALE

OF

# Ostrich Feather Fans

We have a magnificent collection of fine ostrich feather fans, including all grades and qualities. We offer a selected assortment for this special sale, at remarkably low prices. These fans are ideal California souvenirs, and make most acceptable Christmas gifts. Please order by number.

No. 907—A regular $1.75 fan, black or white feathers mounted on decorated enamel sticks, special price . . . . . $ 1.35

No. 905—Our leader. Ostrich feather fan, black, white, pink or blue. A bargain at .95

No. 903—9-inch black, white, pink or blue ostrich feather fan, which we sell regularly at 75c. Special at . . . . . .50

No. 914—White plume fan, with mother-of-pearl sticks, 11 and 12-inch size, a very fine quality of broad plumes, worth $12. Special price . . . . . 9.00

No. 916—A regular $20 white ostrich plume fan with genuine mother-of-pearl sticks, 13 to 14 inches long. This is the most beautiful fan it is possible to purchase. The quality is superb. Special price . . . . . 13.75

No. 917—Child's ostrich feather fan. State color . . . . . .35

Satisfaction or money back.

# Your Old Willow Plumes May be Made Over Into Beautiful Willowette Hat Bands and Pompons

Both are very fashionable now.

To make over willow plumes into pompons . . . $2.50
To make over into willowette hat bands . . . . . 2.75

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# Adding New Tops

The prices include a new top feather of first quality, cleaning or dyeing and curling.

| | |
|---|---|
| 6 to 8 inches long | $0.35 |
| 9 to 10 inches long | .45 |
| 11 to 12 inches long | .65 |
| 13 inches long | 1.35 |
| 14 to 15 inches long | 1.85 |
| 16 to 17 inches long | 2.75 |
| 18 to 19 inches long | 3.75 |
| 20 to 22 inches long | 4.75 |
| 23 to 25 inches long | 5.50 |
| 26 to 29 inches long | 7.00 |
| 30 to 34 inches long | 9.00 |

# Your Old Feathers are Valuable

They can be dyed, cleaned and repaired. We can make them over into willow plumes so that they can hardly be told from new ones.

We make over old feathers into the fashionable hat bands to go around the hats. These are going to be very stylish this season.

We can top your old feathers with one of our fine new ones, and thus make you a feather fit for a queen to wear.

Send us your old feathers—no especial care in packing is needed. You can mail them in a large envelope. Write what you want done. We will then write, advising you or stating the price and await your reply before we do anything.

We dye, clean and repair old Boas. Old Boas can be made into handsome new plumes by using some new stock for the top. Ostrich feathers shrink some in dyeing.

Send remittance in full for all repair work. We pay return charges.

# Prices for Curling

| | |
|---|---|
| Tips 6 to 10 inches long | $ .10 |
| Plumes 10 to 14 inches long | .20 |
| Plumes 15 to 20 inches long | .35 |
| Plumes 19 to 22 inches long | .45 |
| Plumes 23 to 30 inches long | .90 |
| Boas, per yard | .85 |
| Stoles, per yard | .45 |

Willow Plumes cost more.

# Cleaning and Curling or Dyeing and Curling

| | |
|---|---|
| Tips 6 to 10 inches long | $ .25 |
| Plumes 10 to 14 inches long | .45 |
| Plumes 15 to 18 inches long | .65 |
| Plumes 19 to 22 inches long | .90 |
| Plumes 23 to 30 inches long | 1.35 |
| Boas, per yard | 1.50 |
| Stoles, per yard | .90 |

Willow Plumes cost more.

# For Willowing Your Old Feathers

Measure your old feather from the wire to the end of the quill. If your old feathers are sufficient we charge 30c an inch for willowing. If we supply the material for willowing we charge 50c an inch.

You will be delighted to receive back a willow plume practically new. These prices include dyeing your old plume.

We prepay return charges for all repair work.

Ostrich feathers shrink only when dyed black.

SEND YOUR OLD FEATHERS IN BOX OR LARGE ENVELOPE—Put your address inside and outside.

Mail your instructions separately.

We do all repair work promptly and return your feathers charges prepaid.

Ostrich feathers shrink some when dyed black but not when dyed any other color. Please make allowance for this.

If there are any of your feathers left over we will return them. Don't be afraid of sending too many.

To measure feather, lay the feather flat and measure from the tip of the feather to the stem, where flues end. Don't measure the wire.

State the colors wanted and enclose sample of shade. No feather can be dyed lighter than its present color.

Ostrich feathers are now as staple as diamonds. They do not fluctuate in popularity like furs, and are constantly used. An ostrich feather bought this season, if of good quality, will be useful for years, and its appearance can be changed by re-shaping or re-dyeing, so that its value is never lost. The styles shown herein are those which are fashionable this season, and it is believed that these styles will never go entirely out.

No. 107.—Ostrich egg shells, decorated with fine hand painting in oil, of ostrich farm scenes and birds. These are works of art, and are not ordinary daubs. The very finest ever produced, and made by thoroughly competent artists. Delivered prepaid for $2.25.

No. 108.—Ostrich egg shells, not decorated, securely packed, delivered free, $1.00.

## OSTRICH POSTCARDS.

No. 112—One dozen pictorial postcards of ostriches and ostrich farm scenes, postpaid for 20 cents.

No. 113.—Pictorial postcards of California scenes, all attractive and novel, postpaid, per dozen, 15 cents.

## OSTRICH FEATHER POSTCARDS.

No. 114.—A very novel card—ostrich decorated with feathers and enclosed in a transyarent envelope. This will be a novel addition to your postcard collection. Special price 5 cents each or 6 for 25 cents.

We deliver free.

# California Souvenir Goods

## At Special Prices

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## Abalone Shell Jewelry

All the colors of the rainbow are shown in this shell. The most beautiful shell in existence. Nothing equals Abalone Shell Jewelry as a souvenir or gift article. We make the finest on the market. Where prices are not carried out, we do not make in that color.

Be sure and get at least a sample of these goods.

No. 1110. Beauty pins, very handy, very popular, regular price 50c, special price per pair ..... $0.35

No. 1111. Cuff links, regular price $1.00, special price, per pair ..... .65

No. 1104. Scarf or stick pin, regular price 35c special price ..... .20

No. 1105. Scarf or stick pin, regular price 45c, special price ..... .25

No. 1106. Scarf or stick pin, regular price 50c, special price ..... .30

No. 1108. Brooch pin, regular price 50c, special price ..... .35

No. 1109. Three-leaf clover brooch, regular price 85c, special price ..... .65

No. 1102. Abalone Shell Hat Pin, very salable, special price ..... .25

No. 1103. Abalone Shell Hat Pin, very salable, special price ..... .30

No. 1100. Hat Pin, regular price 40c, special price ..... .25

No. 1101. Hat Pin, regular price 40c, special price ..... .25

All these goods have sterling silver backs.

# Tasmania Island Shell Chains

Two yards long. Extremely fashionable for young ladies and girls.

Exquisite opalescent and iridescent tints in which pearl, blue, pink, yellow and green are the predominating colors. Three or four times around the neck they produce a most unique effect, especially at night. Buy one of these gems, the envy of friends, these South Sea Island Beauties. State which of the above colors you wish to predominate.

The smaller shells are the more expensive.

No. 1—Medium size shell, 1 yd. double length $1.50
No. 2—Smaller size shell, 1 yd. double length $1.75
No. 3—Smallest size shell, very choice . . . . . $2.00
No. 4—Neck chain, with clasp, medium size . . . . . 65c, 2 for $1.00
No. 5—Smaller, with clasp . . . . . 85c, 2 for . $1.00
No. 6—Smallest, with clasp, very stylish . . . . . $1.00, 2 for $1.75

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GENUINE NAVAJO INDIAN BLANKETS are hard to list as no two are alike. Write us and we will give you any particulars about prices and styles desired.

# Genuine Magnetic Amber Beads

Their wonderful healing power for all kinds of throat trouble has long been understood, but it is only recently that there has been any wide-spread demand for amber necklaces as an antidote for throat troubles. Many people wear them underneath the clothing constantly. In some cases remarkable cures have been effected, while thousands have been benefited. They are said to be very beneficial for Goitre, Asthma, or any kind of throat trouble. They are magnetic and after rubbing briskly, will pick up scraps of tissue paper. Besides all this, they are among the most popular beads as ornaments. The diamond-like cutting gives them a very brilliant appearance. Try one and you will not regret it.

No. 11—Magnetic, cut, amber necklace . . . . . $1.25

No. 11½—Better grade, larger . . . . . 2.50

No. 12—Finer quality, amber, larger, nicely cut, very clear, very desirable . . . . . 2.50

No. 15—Still larger beads . . . . . 5.00

No. 16—A very fine article . . . . . 10.00

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# Genuine Coral Necklaces

Neck chains of coral and amber beads have long been popular and their charms are too well known to require much comment.

No. 13—Genuine branch coral chain, about 26 inches, double length, rich color . . . . $0.75

No. 14—Branch coral necklace, with clasp, very popular . . . . . .25

No. 9—Genuine coral turned bead necklace, special value, very rich . . . . . 1.00

No. 10—Genuine coral turned bead necklace, fine pink beads, very choice . . . . . 2.50

Satisfaction or Money Back

# Purses

| No. | | Each. |
|---|---|---|
| 200 | —Mexican purses, single pocket | $0.25 |
| 201 | —Mexican purses, two pockets | .50 |
| 202 | —Mexican purses, two pockets, larger,—a purse that will wear for years | .50 |

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# Leather Mailing Doll

Large size, about 9 inches high and about 4 inches wide, body stuffed with great care, will hold its shape until worn out, one side a post card, the other side hand burned, on leather, representing a little girl dressed in sailor suit, with very attractive face. Soft, unbreakable, strictly high-class, will out-wear any other kind. We specially recommend these. Postpaid, 35c.

You can have them addressed to the one whom you wish to present it.

We Deliver Free Everywhere

# We Sell for Less and Sell the Best

Male Bird in the Act of Kicking
*They Strike Forward*

## South Pasadena Ostrich Farm

1001 SYCAMORE AVENUE
SOUTH PASADENA, CAL.